

## Ideas for creating safe social media content

### Young people

- Photos of them in sessions/voice recordings/videos - if consent agreed
- Photos of evaluation forms (hide any names)
- Golddust quotes said in sessions
- "How StreetDoctors helped me" – ask YP this and quote their answers
- Humans of New York style approach with quotes/stories from anonymous young people

### Examples



"I would help. Even if it was a homeless person. They're human and all human life is worth saving"  
24th March 2016

1. I understand the consequences of violence (circle your answer)

1 2 3 4 5

2. I know what to do when someone is unconscious (circle your answer)

1 2 3 4 5

3. I would be willing and able to act if first aid is needed (circle your answer)

1 2 3 4 5

**Your feedback**

Please use the space below to let us have your comments on the session

I say this session was great & I really learnt alot.  
I feel confident that I can use what I've learnt in a real life situation.

### Volunteers

- Photos at teaching sessions/team meetings/fundraising events
- Tweets or FB posts before/after teaching sessions to thank delivery partners

- Introduce team members one at a time with a photo and reason why they joined StDrs/about their role in the team
- Memes or GIFs

### Examples



### What does StreetDoctors do?

- Take screenshots of bits from pages on website
- Reiterate key messages from teaching session e.g. AALERT

### Achievements

- Take screen shots from our Impact Report 2020  
<https://indd.adobe.com/view/243a96d4-fe57-47ad-905e->

[7c405a4c79d7?fbclid=IwAR2kr9Kp6gMJPmadmK6MRxDO7IYKnJkLAWC14Fb9pD12AhN7EkcSlyG2afk](https://www.facebook.com/7c405a4c79d7?fbclid=IwAR2kr9Kp6gMJPmadmK6MRxDO7IYKnJkLAWC14Fb9pD12AhN7EkcSlyG2afk)

- Local or national achievements e.g.
  - awards
  - no. young people taught
  - milestones attained



#### Short videos/Vlogs/YouTube

- Quoting youth violence stats
- Bite size information about CPR or haemorrhage control
- Example sessions e.g. 30seconds of good CPR demonstrated
- Personal experiences of volunteers/YP

## Articles

- Share relevant articles that spark interest/provoke discussion about ending youth violence
- Infographics with stats
- BuzzFeed style e.g. “how much do you know about first aid”
- Share local relevant news stories
- LadBible video - <https://www.facebook.com/watch/?v=348995883248649>

### **Fear of violent crime is encouraging young people in London to carry knives, resulting in a rise in stabbings, a police and crime report suggests.**

Knife crime in the city has risen to a four-year high following a relatively steady increase since June 2014.

In June 2012 there were 1,719 recorded stabbings of people aged under 25 in the capital compared with 1,749 in August 2016, the report found.

It said **gang activity accounted for less than 5% of London knife crimes.**

## Fundraising

- Let people know how about text donating: Text STDR99 £3 to 70070
- Links to JustGiving pages
- Advertise your local events – photos for before/during/after
- Thank supporters – linking to their pages, they love this!



Don't forget you can always:

- **Re-tweet @StreetDoctors**

- **Re-gram** <https://www.instagram.com/streetdoctors/>
- **Re-post** <https://www.facebook.com/streetdoctors.org>

From the national or other local social media accounts!

Use our hashtags:

**#streetdoctors**

**#endyouthviolence**

### **Getting Creative**

You can create visual images with words using online resources/apps

E.g.

- Canva <https://www.canva.com>
- LiveCollage app